

Power to Methane

WP7: Communication

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This Workpackage designs and implements ways of communication on the progress and results of the Power to Methane project to the outside world by means of target group differentiation, communication plan, design of an appropriate project logo and overall incentive to tell the world what we are doing, how and why.

Targets groups

Four targets groups are distinguished for communication activities:

- **Scientific community (national/international):** position the Hanze University and WUR as institutions where high level research is performed in the area of biological methanation;
- **Business community:** inform the related business community on the progress and results of the research. Approach potential commercial users of the technology;
- **Society:** inform the public on the progress and results of the research and its potential applications;
- **Energy Valley region:** positioning the Energy Valley region as important region for the production of (green) gas.

Results

General:

- Format designed for scientific reports
- Design of project logo (Figure 1).

Business communication:

- Participation in Trans Future Festival;
- Popular article on Energy Valley website;
- Social media (LinkedIn and Twitter).

Positioning:

- Resource 2016: Review of projects in the Energy Valley region.

In addition the communication plan has been updated.

Future activities

Business communication and positioning:

- Presentation at the “Groen Gas BBQ”, a network event for the green gas community.
- More to come

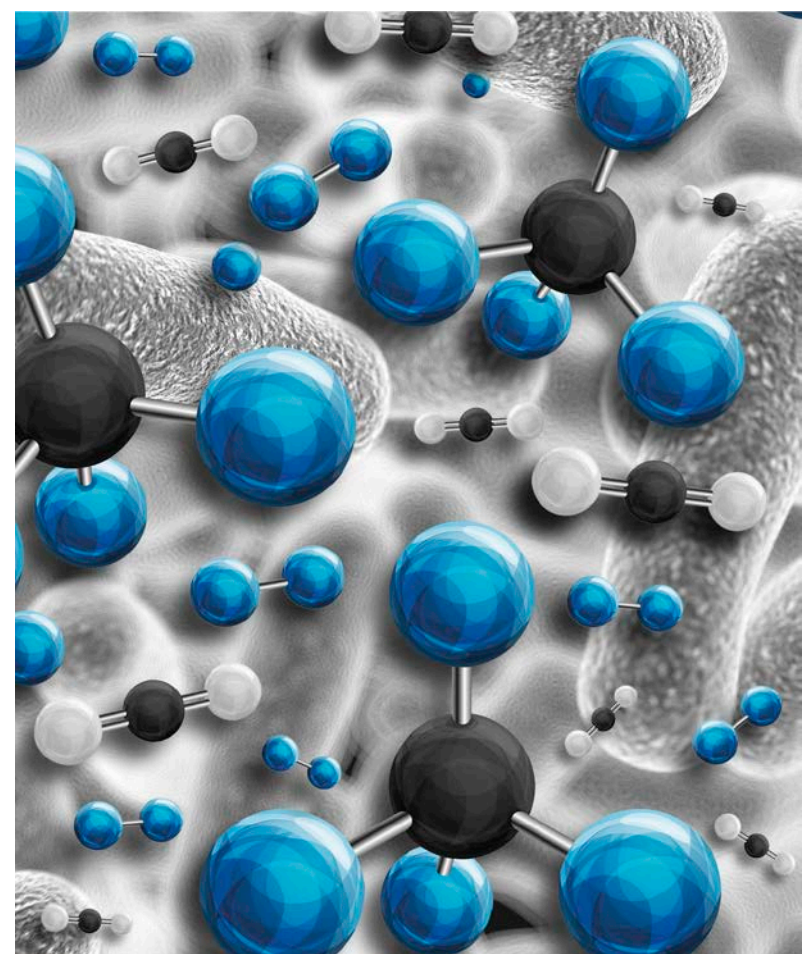


Figure 1. Project logo: CH₄, CO₂ and H₂ in a bed of bacteria